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Minutes 08/13/2012

Arlington Cultural Council

Minutes of Monday, August 13, 2012 Meeting

Robbins Library, 4th Floor Conference Room, 7:00 p.m.

Present: Karin Blum Eliza Burden, Wendy Glaas, Becky Holmes-Farley, Stephanie Marlin-Curiel and Martha Sheehan

Absent: Margaret Barrett, Kurt Fusaris, Scott Samenfeld

Visitors: Margaret Moore and Joe Burns

At 7:05 p.m. the members and the visitors exchanged introductions. The meeting was called to order at 7:16 p.m. when Stephanie Marlin-Curiel arrived.

ITEM 1 Approval of July Minutes

The Minutes had been sent to the members in advance. Becky indicated that a small section had been added in italics to Item No. 4 of the Treasurer's Report which read as follows:

*NOTE: The following day, all members received an e-mail from Sharon with a small adjustment to calculations indicating that the preceding vote should be vacated because the Council only underspent its administrative account by \$25.00 and did not need to use interest earned on the account. This small correction will be reviewed and made part of the record of the Minutes during our August meeting.

The Minutes were reviewed and APPROVED unanimously.

In discussing her position as the new Treasurer, Martha indicated that she still needed to obtain an electronic version of the treasurer's report and 2012 grants list (she has hard copies). She also has to meet with the Comptroller, so wanted members to know that, although she is assuming the reigns, she cannot be fully ready until those things have occurred.

Joe Burns arrived at 7:25 p.m.

ITEM 2 Requests for Payment

Eliza reported that she had none.

ITEM 3 Report on Outstanding Grants

- 2012-05 New England String Quartet Concert. Becky reported that she believes that they have now been paid.
- 2012-10 Writing it Down #5, Center for Cancer Support and Education, Becky reported that there is nothing new since her last report, since Angelika Festa meets individually with participants to go over what they have written, but formal sessions are in abeyance over the summer months.

- 2012-06 EcoFest Rain Garden Signage. Eliza reported that progress is being made. Artwork is complete; they are looking at prices for signage manufacturing.
- 2012-Garden Under the Oak, Chris Kolb Eliza reported that this had still not been scheduled
- 2012-09 Cantilena, Inc. An American Christmas CD Eliza reported that this would not be scheduled until Fall.
- 2012-15 Jam'n Java Open Mic Stephanie said that, as before, advertising picks have been ordered. She thinks that a poster may be ready by September.
- 2012-16 Just-a-Minute-Festival (Don Daniel). It was unclear whether they have started yet. One member thought perhaps they hadn't started. Becky thought that students at AHS were involved in making films last Spring, but was not certain whether it involved Don Daniel's project.

ITEM 4 Town Day Planning

Eliza reported that she, Becky and Margaret met on July 17th to discuss plans for Town Day. A number of art projects ideas were suggested, among them making fish from soda bottles and lining a portion of the bike path with them and a grander plan of making a canopy of recycled bottles with colored water in them (which had the problem of how one would transfer the completed canopy). However, there was concern that we do more to make our "space" reflect our mission and differentiate it from an organization like ACA that actually teaches visual arts.

For that reason, Eliza and Stephanie decided to ask Don Daniel (one of our grantees) whether he thought he would like to set up a mini-theater of his minute-long videos that could be shown during Town Day. In the end, he thought it might be too bright outside to do that successfully.

Eliza has not confirmed that we were assigned Lamson Way this year, but Karin thinks that since, historically, we are given this space, it will likely continue to happen unless we ask for a change.

Martha said that we should remember that our mission is to get people to apply for grants and that maybe we should have a project that reflects this -- for instance, if we have visitors to our booth decorate card stock, as has been done in years past, perhaps we can also publicize grants with them. Becky suggested that maybe we should get youth involved in whatever project we do as a way to increase interest in coming to our booth and Karin said she could ask Diana Weisner if some AEC students might like to become involved.

Becky suggested that maybe we could use the decoration of card stock idea and tweak it by making it into a contest. Those who want to decorate their cards and just take them home that day could do so, but those who would like to put their contact information on the back and have their artwork considered for a prize (for instance, the winning card might be used for our grantee reception invitations). Members seemed to be in agreement that this was a good idea. In addition, there was the thought that AEC students might still be involved and could, perhaps, dress up as artists and invite visitors to the booth to try to guess what artist they were dressed as.

Eliza will give Becky access to the Picasa web photos so Becky can see if her husband is able to put them onto their picture frame viewer. If this is successful, this could be running at the booth to give people visual images of the sorts of things our organization has funded in the past.

It was suggested that we should vote to approve the spending of up to \$150 for town day expenses, in advance, so that we are not held up in trying to get ready for the fast-approaching event. A Motion was made to approve the spending of up to \$150.00 for Town Day expenses. The Motion was seconded and the motion was APPROVED unanimously.

ITEM 5 Grant Cycle Business - Publicity

- A draft of the Grant Guidelines were prepared by Eliza. Karin suggested that the range for grants we have given in the past is actually slightly different and it was agreed that it would be best to just say, "grant awards typically range from ___ to ___". A short discussion was had about the fact that really small awards (like those for \$200) may not be beneficial to give in the future. Becky mentioned that the MCC website suggests that guidelines should include a recitation of the non-substitution and nondiscrimination policies, but it was decided that this was covered by sending applicants to the MCC website. It was decided that the guidelines should ask people to submit 12 copies and a limited discussion was had about when we might move to requiring electronic submissions in order to conserve paper. It was generally thought that we should wait for MCC to take the lead on this and some were concerned that even if we only required an electronic submission, each of us would have to print hard copies for ourselves to make scoring them easier. Eliza will talk with Scott about positing the grant application. Stephanie mentioned that the guidelines need to be posted by September 1st. Eliza indicated that Scott would be away until September 4th, but that he said he would be able to remotely post until August 24th.
- Becky prepared a sample grant application which contained mostly a verbatim recitation of the information from our sample application from last year. There were not many changes to the MCC form this year.
- Upcoming meeting dates were reviewed, as follows:

Our next meeting will be on September 10, 2012 in the Robbins Library, 4th floor conference room, 7 pm.
On September 19, 2012 we will have our Grantwriting Workshop in the Robbins Library, 4th Floor Conference Room, 7-8:30 pm
On October 15, 2012 - Robbins Library, 4th floor conference room 7 pm

November 7 and 8 -- Grant Applicant Presentations, Community Safety Building, 2nd Floor
November 18 -- Grant Deliberations, 10- 3 pm, Jefferson Cutter House

Note was made of the fact that our October meeting is a week later than usual and will fall on the same day the grant applications are due. Consequently, if any applications are submitted by prospective grantees by mail, we may not have received them yet at the time of our October meeting.

- Margaret has the banner and has reserved the library table
- Becky obtained the 50 postcards that MCC allotted for each LCC for publication of the grant cycle. Stephanie didn't prefer to have handwritten personalization on the cards and preferred stickers with our relevant information. Karin agreed to look into the cost of vista print stickers.
- Press Release to State Legislators. Karin says she needs to know which person to contact and to be given a quote from either Stephanie or Eliza. Stephanie said she would provide a quote and Karin said she would send a draft by the end of the week and that she would refer to three special programs -- perhaps the Betsy Schramm program that won a gold star award, Arlington Center for the Arts, maybe Arlington Enrichment Cooperative.
- The grant cycle needs to be publicized. Stephanie agreed to handle Facebook, Karin will send notification via the Arlington List and will notify our e-mail list through our yahoo account. It was agreed that Scott could handle the website. The visitor, Margaret Moore, suggested that we might want to also make notifications through the Arlington Patch and the Globe Local pages.
- A brief discussion was had about whether our LCC wanted to self-initiate an application to MCC for the Menotomy Rocks event that A-TED is interested in working on with us. Both Wendy and Karin have some knowledge, through their respective work places, with the length of time it takes to apply for a grant and they both thought that it would be fairly time consuming. Wendy agreed to look into exactly what was required and she will report back at our next meeting.

ITEM 6 New Members

- Stephanie did not receive Joe Burns' resume until just before our meeting so she was not able to circulate it in time for members to review it. Consequently, a vote on his membership will need to wait until the September meeting.

ITEM 7 New Business

- A-TED (Arlington Committee on Tourism and Economic Development) has proposed having an event titled "Menotomy Rocks" during the summer of 2013 and this was addressed above in connection with the issue of whether ACC would become involved as a grant applicant.

The meeting was adjourned at 8:55 p.m.

Submitted by Rebecca Holmes-Farley, Recording Secretary

Reserved rooms for the following upcoming meetings:

Sept 10th - Robbins Library, 4th floor conference room, 7:00 p.m.

Sept 19th - Grantwriting Workshop -- Robbins Library, 4th Floor Conference Room, 7-8:30 p.m.

Oct 15th - Robbins Library, 4th floor conference room, 7:00 p.m. (Note, this is the 3rd Monday of Oct. due to holiday on 10/8)

Nov 7th and 8th -- Grant Applicant Presentations, Community Safety Building, 2nd Floor

November 18 -- Grant Deliberations, 10- 3 pm, Jefferson Cutter House

